

Philadelphia Youth Basketball
Marketing and Special Events Coordinator
Job Description
April 25, 2019

Organizational Overview

Philadelphia Youth Basketball, Inc. (PYB) was officially launched in June, 2015, with a mission of creating transformative opportunities for thousands of young people, especially those from under-resourced families and communities, to reach their full potential as students, athletes, and positive leaders. A diverse and impassioned group of individuals, including leaders from the grass-roots to the tree-tops, have been working diligently to execute upon this mission by building an impactful program, a robust and sustainable organization, and ultimately a state-of-the-art youth basketball and education center to enable us to provide empowering experiences to many more children, youth, and families.

Status of Fund Development

- During the past 46 months, PYB has made notable progress in building a world-class organization, program, and future center. We have made significant strides in developing a respected and recognizable brand and a sturdy foundation for organizational and financial growth with the contributions of a vast group of partners, volunteers, and staff. We have formed 49 programmatic and operating partnerships with schools, universities, other non-profit organizations, businesses, and the City of Philadelphia; engaged over 145 volunteers who are adding their “time, talent, treasure & ties”; established a diverse 27-member Board of Directors who are leaders within the youth and education, business, philanthropic, and basketball communities; and built a small and mighty professional staff team, including full-time, part-time, and seasonal employees.
- Since PYB’s inception, we have raised over \$3.3M in programming and operating support from 1,095 donors, including individuals, foundations, corporations, and public funding through a blending of frontline fundraising, grant writing, special events, and online marketing. Additionally, we have raised in excess of \$1M in the beginnings of the quiet phase of our capital campaign to build a youth basketball and education center to empower thousands of young people annually for generations to come. Most recently, we hosted our first major fundraising event on March 14, 2019, our Game Time Gala, at the Fitler Club and raised over \$420,000.
- PYB is committed to capacity building, ongoing feedback, and continuous improvement efforts that permeate the entirety of our operations, including fund development. These efforts manifest themselves in our approach to developing young people, as well as the development of our staff team, our board of directors, our programs, and our organization as a whole. We recognize that building a start-up enterprise and a program

that is capable of driving and measuring impact is not easy, and requires an intensity of purpose and a high degree of interconnectedness between functional areas of our organization.

- As our organization, program, and fund development efforts continue to evolve, we have been strategically adding full-time and part-time staff positions with clear sets of responsibilities. As our organization grows in size and complexity, and its interconnectedness with fund development, measurement and evaluation, and staff capacity building becomes more rigorous, PYB recognizes the need for a dedicated Marketing and Special Events Coordinator to lead a portion of our fund development work.

Primary Scope of Duties

Reporting to PYB's Director of Development, the Marketing and Special Events Coordinator will be responsible for:

- Leading the creation and coordination of all special events, including PYB's:
 - Annual Game Time Gala
 - Annual April Madness men's and women's basketball tournament
 - Secondary & employee engagement events
- Serving as the Game Time Gala Host Committee staff liaison, providing strategy, cultivation, and administrative support
- Serving as the NextGen Committee staff liaison, providing strategy, cultivation, and administrative support
- Overseeing and enhancing all of PYB's social media platforms, including Facebook, Twitter, Instagram, and LinkedIn accounts
- Managing and co-creating PYB's marketing work, including e-blasts, monthly newsletters, website, and other materials and signage
- Leading PYB's volunteer engagement efforts
- Researching and identifying new donor prospects, as well as leading the relationship for a select group of current and prospective donors
- Supporting PYB's bi-annual fundraising pushes

Desired Knowledge, Skills, and Dispositions

- ✓ At least 3 years of hands-on experience in the marketing and/or special events industries
- ✓ A demonstrated interest in sports-based youth development, social impact and social change, and non-profit or sports-management
 - *The applicant's demonstrated interest might come through paid work experience, community service, academic coursework, and/or other formal or informal "learning by doing" opportunities*
- ✓ Bachelor's degree preferred
- ✓ Exceptionally strong communication skills, both verbal and in writing
- ✓ Well-developed analytical and organizational skills to manage multi-dimensional projects
- ✓ Priding attention to detail
- ✓ A robust work ethic and commitment to individual and organizational excellence
- ✓ A deep curiosity and love of learning, and a growth mindset for personal and organizational development
- ✓ An appreciation and enjoyment for collaborative work with colleagues and board members
- ✓ A genuine comfort level with diverse communities
- ✓ Flexible workstyle with the ability to work in an open office environment

Compensation and Perks

This position will have a salary range of \$30,000 - \$45,000 commensurate with experience. There will be potential for a modest annual bonus and a double-digit percentage salary increase based upon individual job performance and organizational growth.

Company benefits include 401(k) deferred contribution plan, paid holidays, and paid time off. An employer provided retirement contribution will not be included. Health benefits are provided to salaried employees (not spouse or children) who do not have access to health coverage under the plan of a parent or guardian under the Affordable Care Act.

PYB prides itself on being a supportive workplace dedicated to employees' personal and professional growth through mentorship, feedback, professional development opportunities, stretch assignments, and access to staff and board meetings.

To Apply

Applicants should email a cover letter and resume by no later than **May 9, 2019**, to the attention of:

Philadelphia Youth Basketball
Office of Human Resources
klafferty@phillyyouthbasketball.org